

ORDER

Orders
Order / Rev: 37088
Alt Order #: 08853844
Product Desc: ISSUE
Estimate: 1576
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/23/12 / 08/23/12
Order Type: GENERAL

KLAS

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DCCC
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	38	\$36,800.00	\$31,280.00
10/01/12	10/01/12	10	\$17,650.00	\$15,002.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	38	\$36,800.00	\$31,280.00	0.00
October 2012	10	\$17,650.00	\$15,002.50	0.00
Totals	48	\$54,450.00	\$46,282.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$54,450.00
Market	100%	\$181,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$45,375.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$9,075.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$800.00	LV1	0.00	NM	2	\$1,600.00
8 NEWS NOW AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--			2			\$800.00		0.00			
E 2	8	09/25/12	10/01/12		CM	6-7a	MTWTF--	:30	4	\$900.00	LV1	0.00	NM	4	\$3,600.00

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 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F														
8 News Now 6a M-F														
8 NEWS NOW AT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$900.00		0.00			
E 3	8	09/25/12	10/01/12	CBS This Morning 7-9a CM		7-9a MTWTF--	:30	5	\$800.00	LV1	0.00	NM	5	\$4,000.00
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$800.00		0.00			
E 4	8	09/29/12	09/29/12	CBS Early Show - Sat. CM		5-7a -----S-	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00
CBS Early Show - Sat.														
CBS THIS MORNING SATURDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$450.00		0.00			
E 5	8	09/30/12	09/30/12	8 News Now Sun AM #CM		8 News Now Sun A-----S	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00
8 News Now Sun AM #1														
8 NEWS NOW SUNDAY MORNING- #1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$400.00		0.00			
E 6	8	09/25/12	10/01/12	Live w/Kelly CM		9-10a MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
Live With Regis & Kelly														
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$750.00		0.00			
E 7	8	09/25/12	10/01/12	8 News Now Noon M-F CM		12-1230p MTWTF--	:30	4	\$750.00	LV1	0.00	NM	4	\$3,000.00
8 News Now Noon M-F														
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$750.00		0.00			
E 8	8	09/25/12	10/01/12	Ellen CM		3-4p MTWTF--	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
Ellen														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				1	\$900.00		0.00			
E 9	8	09/29/12	09/29/12	Politics Now S Sebelius CM		Various -----S-	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00
Politics Now S Sebelius (5:30 PM-6:00 PM)														
THE INSIDER WEEKEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$350.00		0.00			
E 10	8	09/30/12	09/30/12	Sun 530-6p Ins Ed WkndCM		530-6p -----S	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
Inside Edition Wknd														
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$550.00		0.00			
E 11	8	09/25/12	10/01/12	8 News Now 4p M-F CM		4-5p MTWTF--	:30	4	\$1,100.00	LV1	0.00	NM	4	\$4,400.00
8 News Now 4p M-F														
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$1,100.00		0.00			
E 12	8	09/25/12	10/01/12	8 News Now 5-630p M-FCM		5-630p MTWTF--	:30	4	\$1,300.00	LV1	0.00	NM	4	\$5,200.00
8 News Now 5-630p M-F														
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$1,300.00		0.00			
E 13	8	09/29/12	09/29/12	8 News Now Sat 5-7p CM		5-7p -----S-	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
8 News Now Sat 5-7p (5:00 PM-5:30 PM)														
8 NEWS NOW AT 5PM-SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$700.00		0.00			
E 14	8	09/29/12	09/29/12	CM		5-7p -----S-	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00

